

ABSTRACT

A container such as a pizza box having one or more removable portions (46), which can be removed without substantially affecting the enclosing and/or strength properties of the container. The container blank has a central bottom panel (41) with at least one roll over side wall formed of an outer wall panel (48) with removable portions and an inner wall panel (49) that doubles over the outer wall portion to engage extension panels or tabs (8) of adjacent side walls, and has a hinged top panel lid (40). The removable portions (46) may be used for printing promotional material or as reward tokens offering special consideration for future purchases. The container also aims to provide a method of promoting products by way of a container having one or more removable portions and/or to provide a method of subsidizing the cost of the container.